

ELECTRONIC FILE DELIVERY FOR MAGAZINES

We are set up to receive electronic files for Advertising and Editorial, via the Internet or on disk, in either Macintosh or PC platforms. **Mac format** is preferred. The following is a list of software and hardware that are supported. Please take note of these parameters, as we cannot assume responsibility.

PREPARING FILES

To avoid reproduction problems and **additional charges**:

- Include all printer and screen fonts and supporting postscript fonts and graphics with your ad file. If fonts are not included, we reserve the right to substitute fonts that closely match the original.
- Ensure all colour is set for process separation or **CMYK** printing.
- Confirm that the file is prepared to the size that is booked.
- If the ad is to print B/W, confirm that all colour graphics have been changed to Greyscale.
- Allow 20-30% for dot gain in midtones and tritones.

Please fax a hardcopy of ad to Sales Rep/Art Director or send one along with your disk. Please relay the method and time of transmission of your files to your sales representative so we may know where and when to expect your files.

- Graphics and Scans should be at 300dpi and saved in an appropriate format
- **GIFs** are **NOT** acceptable for publication (see below for acceptable formats)
- **JPEG** compressed files are not the preferred format printing. They may be acceptable if they are not highly compressed and the resolution is 300dpi or higher. The JPEG format compresses files by throwing away data, high compression and/or low resolution will result in jagged images and text.
- Please send a plain text file that lists all the files, formats and fonts included with the job.

SOFTWARE/HARDWARE COMPATIBILITY

We support the following, check before submitting:

Please note: We **CANNOT** accept any ads or graphics submitted in Word Processing or Office Type Software such as **MS Word, Word Perfect, Excel or Power Point**. MAC format is always preferred.

MACINTOSH

Quark XPress 3.32, 4.1
Adobe Pagemaker 6.5
Adobe Photoshop 5.0
Adobe Illustrator 7.0,8.0
Adobe Acrobat 3.0 (pdf) (MUST be Distilled with "Press Optimized" Settings, all fonts MUST be embedded)

WINDOWS

Quark XPress 3.32, 4.1
Adobe Pagemaker 6.5
Corel Draw 8.0
Adobe Illustrator 7.0
Adobe Acrobat 3.0 (pdf) (MUST be Distilled with "Press Optimized" Settings, all fonts MUST be embedded)

TRANSPORT MEDIA ACCEPTED MODES OF DELIVERY

Please note: Compress all files (.sit or Zip) before e-mailing them, and be sure to BinHex all files sent via eMail & FTP. Make your compressed files '**self-extracting**'. Please name your files to indicate the ad being transmitted.

E-mail: artdept@corporate.southam.ca 4MB or smaller

TruckNews: salespics@corporate.southam.ca

FTP: (File Transfer Protocol)

ftp address: magftp.corporate.southam.ca

User ID: creative

Password: graphic

Directory: uploads

3.5" HD Floppies Mac or PC

100 Mb Zip Disks Mac or PC

1 Gb Jazz Disks Mac or PC

CD Rom Macintosh HFS or ISO 9660 format